

Hawaii's Flowers
Hawaii Floriculture
Industry Seminar

Hilton Hawaiian Village

Friday October 27, 2006

8:00 am – 4:00pm

Hawaii Agriculture Conference

Ag  **2006**

HAWAII FLORICULTURE INDUSTRY SEMINAR

Hilton Hawaiian Village
Friday October 27, 2006 (Friday)

AGENDA

Tapa Tower, Honolulu Lanai

8:00-8:30 am Registration / Coffee

Tapa Tower, Honolulu Suites 1-3

8:30 am Opening Remarks: Ms. Sandy Kunimoto, Chairperson, Hawaii Department of Agriculture

8:45am University of Hawaii at Manoa -College of Tropical Agriculture and Human Resources (UHM-CTAHR) Research Presentation

Moderator – C.Y. Hu, Associate Dean of Research

Topic: *Introduction of CTAHR / FFRG*

Speakers:

- Dr. Heidi Kuehnle / Dr. Tessie Amore, Updates on the UH Anthurium and Orchid Breeding Program
 - Mr. Kelvin Sewake, Management of Burrowing Nematodes on Anthuriums and Foliar Nematodes on Oncidium Orchids
 - Dr. Harold Keyser, Protea Improvement Program at the Maui Agricultural Research Center
 - Dr. Arnold Hara, Quarantine Pest Updates
 - Dr. Paul Singleton, Water Nutrient Management: Simple Solutions to Complex Problems
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10:30 am Break

10:45 am Keynote Speaker – Mr. Tom Lavagetto, Floral Consulting Group
Topic: *The Past, Present and the Future of Hawai'i's Floriculture*

11:45am Break

Tapa Tower, Tapa Ballroom 1

12:00–1:30pm Lunch

12:30 pm Lunch Speaker – Mr. Bob Luthultz, President of Pittsburgh Cut Flower Company and President of Society of American Florists
Topic: *The Latest Potted and Cut Floral trends in the U.S. Market*

1:30-1:45pm Break

Tapa Tower, Honolulu Suites 1-3

1:45 pm Afternoon Presenter – Dr. Joe Cialone, President of the National Foliage Association, Past President of the Florida Nurseryman and Growers Association
Topic: *Strategies for Promoting and Protecting Hawai'i's Horticulture Industry*

2:45 pm Roundtable Discussion

3:45pm Closing Remarks & Mahalo's for Conference

Featured Speakers

Keynote Speaker: The Past, Present and the Future of Hawai'i's Floriculture

Tom Lavagetto, President, Floral Consulting Group



Tom Lavagetto is a tough-minded, profit-motivated problem solver with a clear vision of potential. He possesses front-line knowledge of international marketing and management in the floral industry. Throughout his career, he had dedicated 14 years as a mass marketer, 8 years as an importer, and 9 years as a grower. In just six years as a Floral Merchandising Manager for a chain of 225 floral shops, Tom spearheaded an increased annual sales volume from \$4 million to over \$26 million and increased gross profit from 10% to 45%. As Vice President and General Manager of a large East coast greenhouse and garden center operation, Tom led an increase in annual greenhouse sales volume from \$8 million to \$16 million and increased annual garden center sales from \$900K to over \$1.6 million in just seven years. The largest association of Tom's peers, the Produce Marketing Association, honored Tom with their highest recognition award in 1995, "Floral Marketer of the Year".

Lunch Speaker: The Latest Potted and Cut Floral trends in the U.S. Market

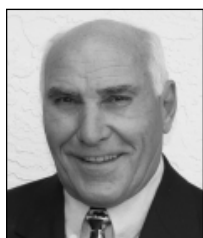
Robert Luthultz, President, Pittsburgh Cut Flower Company



Robert Luthultz, AAF, is President of Pittsburgh Cut Flower Company in Pittsburgh, PA, and is currently the President of the Society of American Florists (SAF). Luthultz is also affiliated with the Wholesale Florist & Florist Supplier Association and International Floral Distributors (IFD). Since 1999, he has been both a member and a panel speaker for the IFD. He serves on the board of directors for Kennicott Brothers and Phillip Flower & Gift. Luthultz has also chaired the SAF Wholesalers Council and served on various committees over the past several years. He participated in a panel on industry consolidation at the SAF 2000 convention and has written an editorial for Floral Management magazine. An active community volunteer, Luthultz received the Special Volunteer Award from the Pittsburgh chapter of the Cystic Fibrosis Foundation for his many years of support. Additionally, he is a trustee at Presley-Ridge School and a commissioner of Ingomar Athletic Association. Luthultz holds a Bachelor of Arts degree and a MBA from Carnegie Mellon University.

Afternoon Presenter: Strategies for Promoting and Protecting Hawai'i's Horticulture Industry

Dr. Joseph C. Cialone, President, Tropical Computers



Joe Cialone has contributed to the field of commercial horticulture as an entrepreneur, inventor, and leader. He began his career as a plant physiologist and researcher in weed science at Rutgers University. In 1971 Joe co-founded Tropical Ornamentals based in Florida, a major supplier of interior plants in the United States. He also developed a sub-irrigation system called "Everlife" and a notched-cane propagation technique for *Dracaena* species. Joe's enthusiasm and activism are legendary; he has served on the boards of the Florida Foliage Association, the Florida Nurseryman and Growers Association, the Associated Landscape Contractors of America, Mounts Botanical Garden, Palm Beach Wholesale Growers Association, the National Foliage Foundation, and The Fund for Interior Horticultural Research and Education. Joe received the Paul Ecke, Jr. Commercial Award from the American Horticultural Society in April 2004. The individual award is given to a person, who, because of his/her commitment to the highest standards of excellence in the field of commercial horticulture, contributes to the betterment of gardening practices, everywhere.

Seminar Hosts and Sponsors

Hawaii's Flowers

A statewide association of growers, shippers, corporations and individual proprietors, the **Hawai`i Tropical Flower Council** (HTFC) directs promotion and supports research of Hawaii's tropical flower industry. Each of the state's major flower commodity groups (anthuriums, orchids, proteas, and tropicals) is represented on the council's board of directors, which meets monthly. The HTFC is your source for information on the marketing, design, availability, handling, and storage of Hawaii's incomparable tropicals. We also sponsor research in crop development and shipping methods to help Hawaii maintain its status as the foremost supplier of exceptional tropical floral products. Using advanced horticultural techniques, 690 growers on 1,910 acres and in more than 27.6 million square feet of greenhouses and artificial shade support Hawaii's nearly \$70 million floral and nursery industry. www.hawaiisflowers.com



Hawaii Floral Shippers Association (HFSA) was founded in 1948 and is an organization of florists, growers and shippers, nurseries and support industries directly connected to the horticultural industry. There are over 400 statewide members and each island is represented on the board. HFSA provides a unified voice to negotiate contracts and insurance programs. This Association negotiates with FedEx for a national account agreement, which gives its members very favorable shipping rates. Monthly meetings, a newsletter, event sponsorship, awards programs and scholarships are regular activities of HFSA. Fundraisers and a yearly New Years Party provides members with an opportunity for networking and meeting other growers, shippers and industry supporters. The HFSA mission is to foster the growth and success of the floral and ornamental horticultural industry by actively supporting HFSA members through benefits and innovative programs. www.hfsa.net



The **University of Hawaii at Manoa – College of Tropical Agriculture and Human Resources** (UHM-CTAHR) is committed to the preparation of students and all citizens of Hawaii for life in the global community through research and educational programs supporting tropical agricultural systems that foster viable communities, a diversified economy, and a healthy environment. No other college at the University of Hawaii interacts so closely with the citizens of the State. www.ctahr.hawaii.edu



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